

ADI BERESHIT

adib-design.com
Password **work**

Senior Creative Marketing Leader & Visual Storyteller

I am a creative and strategic design leader with over 11 years of experience focused on transforming brand strategy into impactful marketing and creative solutions. I thrive on tackling full-cycle projects and ensuring exceptional attention to detail across every deliverable, from online assets to sales collateral. I love collaborating with diverse, cross-functional teams to develop innovative, out-of-the-box visual concepts that truly resonate and drive growth.

My unique advantage is my role as the creative team's designated AI Leader, where I actively pioneer the use of generative tools to enhance visual output and creative efficiency.

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EDUCATION

BFA
Communication Design

**Bezalel Academy
of Arts and Design**
2007-2011

SKILLS & CAPABILITIES

Strategic thinker
Multidisciplinary design skills
Adaptable & Agile Learner
Cross-team collaborator
Strong visual storyteller
Detail-driven problem solver

DESIGN DISCIPLINES

Illustration
Brand
Marketing
Typography
Web & UI Design
Print & Production

SOFTWARE

Adobe Suit; Illustrator |
InDesign | Photoshop
Figma
Procreate

WORK EXPERIENCE

HiBob - Brand & Creative Marketing Lead

2021 - Present | Israel/NYC

- * **Campaign Visual Strategy & Execution:** Led the creative direction and visual storytelling for high-impact marketing campaigns, executing the core editorial assets (guides, blogs, PR materials) that drive campaign clarity across all client-facing channels.
- * **Brand Alignment & Governance:** Directly assisted with the logo and language brand refresh and designed scalable systems to ensure meticulous alignment with overall style guidelines across all internal and external touchpoints.
- * **Visual Systems Architecture:** Developed and scaled the core illustration and iconography system, ensuring visual consistency, and implemented the Program Hierarchy Framework for brand scalability across all initiatives.
- * **Innovation & Cross-Functional Teamwork:** Served as the creative team's designated AI Leader, pioneering an AI-driven illustration module while actively partnering with Product, Marketing, and C-suite stakeholders to execute brand strategy.

Titan Branding Studio - Senior Designer, Brand & Digital Experience

2016 - 2021 | Israel

- * Created impactful brand concepts and visual identities for tech companies, including brand guidelines and marketing collateral.
- * Led creative direction across digital and print, including responsive websites, promotional assets, and digital campaigns.
- * Partnered closely with clients to ensure projects were completed on time and aligned with business objectives, delivering high-quality results.

Freelancer - Illustrator

2014- 2016 | Nepal

- * Developed unique brand identities & original illustrations for clients.
- * Illustrated children's books, bringing stories to life with vibrant, engaging artwork.

Off White Design Studio - Intern & Junior Designer, illustrator

2013- 2014 | NYC

- * Created print and digital artwork for a well-known New York-based food chain.
- * Designed and art-directed book layouts, enhancing the visual storytelling of printed materials.
- * Developed visual language and illustrations for multi-participant projects.
- * Collaborated with engineers to identify and resolve issues, strengthening problem-solving, communication, and teamwork skills.

